

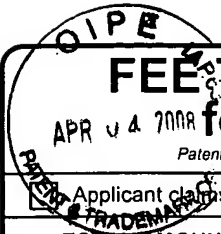
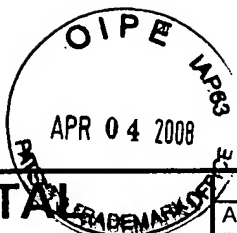
ITW

TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application No.	10/092,369
		Filing Date	March 6, 2002
		First Named Inventor	Samantha H. Stetson
		Art Unit	3622
		Examiner Name	Alvarez, Raquel
Total Number of Pages in This Submission	37	Attorney Docket Number	6560P014

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO/SB/08 <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Basic Filing Fee <input type="checkbox"/> Declaration/POA <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input checked="" type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): <div style="border: 1px solid black; padding: 5px; margin-top: 5px;">-Transmittal of Formal Drawings -Return Postcard</div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Jennifer Hayes, Reg. No. 50,845 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	March 31, 2008

CERTIFICATE OF MAILING/TRANSMISSION		
I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450		
Typed or printed name	Carrie Boccaccini	
Signature		Date
		March 31, 2008



FEE TRANSMITTAL for FY 2007

Patent fees are subject to annual revision.

Complete if Known

Application Number	10/092,369
Filing Date	March 6, 2002
First Named Inventor	Samantha H. Stetson
Examiner Name	Alvarez, Raquel
Art Unit	3622
Attorney Docket No.	6560P014

Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT (\$) 0.00

METHOD OF PAYMENT (check all that apply)

- ☐ Check ☐ Credit card ☐ Money Order ☒ None ☐ Other (please identify): _____
- ☒ Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP
- For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)
- ☐ Charge fee(s) indicated below ☐ Credit any overpayments
- ☐ Charge fee(s) indicated below, except for the filing fee ☒ Any concurrent or future reply that requires a petition for extension of time should be treated as incorporating an appropriate petition for extension of time and all required fees should be charged.
- ☒ Charge any additional fee(s) or underpayment of fee(s) during the pendency of this application.

FEE CALCULATION

1. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
37	49*	0	\$0.00
8	13*	0	\$0.00

Independent Claims

Multiple Dependent

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description
1202	2202	50	25	Claims in excess of 20
1201	2201	210	105	Independent claims in excess of 3
1203	2203	370	185	Multiple Dependent claim, if not paid
1204	2204	810	405	**Reissue independent claims over original patent
1205	2205	810	405	**Reissue claims in excess of 20 and over original patent

**or number previously paid, if greater, For Reissues, see below

SUBTOTAL (1) (\$) 0.00

2. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description
1051	2051	130	65	Surcharge - late filing fee or oath
1052	2052	50	25	Surcharge - late provisional filing fee or cover sheet.
2053	2053	130	130	Non-English specification
1251	2251	120	60	Extension for reply within first month
1252	2252	460	230	Extension for reply within second month
1253	2253	1,050	525	Extension for reply within third month
1254	2254	1,640	820	Extension for reply within fourth month
1255	2255	2,230	1,115	Extension for reply within fifth month
1401	2401	510	255	Notice of Appeal
1402	2402	510	255	Filing a brief in support of an appeal
1403	2403	1,030	515	Request for oral hearing
1451	2451	1,510	1,510	Petition to institute a public use proceeding
1460	2460	130	130	Petitions to the Commissioner
1807	1807	50	50	Processing fee under 37 CFR 1.17(q)
1806	1806	180	180	Submission of Information Disclosure Stmt
1809	1809	810	405	Filing a submission after final rejection (37 CFR § 1.129(a))
1810	2810	810	405	For each additional invention to be examined (37 CFR § 1.129(b))

Other fee (specify) _____

SUBTOTAL (2)

(\$) 0.00

SUBMITTED BY

Complete (if applicable)

Name (Print/Type)	Jennifer Hayes	Registration No. (Attorney/Agent)	50,845	Telephone	(408) 720-8300
Signature		Date			03/31/08



DOCKET NO.: 6560P014

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

SAMANTHA H. STETSON, ET AL.

Application No.: 10/092,369

Filed: March 06, 2002

For: **Method And Apparatus For Serving A
Message In Conjunction With An
Advertisement For Display On A World
Wide Web Page**

Art Group: 3622

Examiner: Alvarez, Raquel

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL OF FORMAL DRAWINGS

Sir:

Enclosed herewith for filing in the above-identified U.S. Patent Application are the formal drawings, 13 sheets including 13 Figures. Please charge any additional fees or credit any overpayment to Deposit Account No. 02-2666. A duplicate copy of the Fee Transmittal is enclosed for this purpose.

Respectfully submitted,

Blakely, Sokoloff, Taylor & Zafman LLP

Dated: March 31, 2008

Jennifer Hayes, Reg. No. 50,845

1279 Oakmead Parkway
Sunnyvale, CA 94085-4040
Telephone: (408) 720-8300

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Carrie Boccaccini
Carrie Boccaccini

03/31/08

Date